

**Subject:** Re: WTC BID Meeting Cancelation  
**From:** Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>  
**Date:** 08/17/2016 10:29 AM  
**To:** Heather Lemmon <[iselpdr@gmail.com](mailto:iselpdr@gmail.com)>  
**CC:** Miki Payne <[Miki@hbdollinger.com](mailto:Miki@hbdollinger.com)>

Great comment Heather. TY

On Aug 17, 2016 9:56 AM, "Heather Lemmon" <[iselpdr@gmail.com](mailto:iselpdr@gmail.com)> wrote:

I am OK to cancel as I need to prepare for a mountain trip the next morning and have been slammed this week.

I would encourage the market manager to start planning for a pumpkin patch, face painter, and petting zoo on the Sundays in October and to start advertising...first week in September. She needs to be at the Jet to Jetty to start the promotion and the markets in general. There has not been pumpkins at the WFM for a few years. We could capitalize on this and be the number one in town. I have not seen her for awhile...I just see her protégé.

Have a great rest of August and watch out for crazy people today...full moon.○

On Aug 17, 2016 9:13 AM, "Donald Duckworth" <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

Good Morning All...

As we were preparing for the Board Meeting scheduled for Thursday, we were looking at a 2 item Agenda with no urgent action required. So, it seems to me that we might all be better served to just cancel this meeting and resume our 3rd Thursday schedule on September 15.

A report on the Sunday Westchester Farmers' Market was to be one of the items for discussion, though no Board action is needed. The Market is averaging \$675 per week income, which is \$75 more than projected. A first year operating loss of about \$16,000 is projected, which is per our original numbers. Vendor, participant, and community morale seems high. We are looking for a good August and September as school resumes and the community returns to its non-vacation routines. In October, November, and December we'll be hoping that Harvest Fest and the Holidays will be positive for us. Our marketing and promotions efforts continue to mature; we're getting better at placing banners in the neighborhood. and, finally, on the cost side, we are making progress with selective reductions.

Our second item was for the Board to take another look at the decorative

tree well options on 87th Street. Each installation has been re-done. We still don't have good cost estimates but will be our September meeting.

Let me know of any questions or as I can assist in any way. I'm happy to go out to look at tree wells together on Thursday.

Thank you.